DOCUMENT RESUME

ED 415 555 CS 509 684

AUTHOR	Qubein, Nido R.
TITLE	How To Be a Great Communicator: In Person, on Paper, and on the Podium.
ISBN	ISBN-0-471-16314-7
PUB DATE	1997-00-00
NOTE	264p.
AVAILABLE FROM	John Wiley and Sons, Inc., Professional, Reference and Trade Group, 605 Third Avenue, New York, NY 10158-0012 (paperback, $16.95).
PUB TYPE	Books (010) -- Guides - Non-Classroom (055)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	*Audience Awareness; Business Communication; *Communication Skills; Global Approach; Independent Study; *International Communication; Interpersonal Communication; *Professional Development; *Public Speaking; Self Help Programs; *Skill Development; Writing Skills
IDENTIFIERS	*Communication Strategies; International Business; Oral Presentations; Self Presentations

ABSTRACT

Designed to help any person develop the communication skills required for the global business environment, this book teaches not only the basics but also many of the finer points of communication. The book features: (1) the five keys to successful communication; (2) how to use words and body language effectively; (3) how to communicate in the workplace and in the global market with people from different ethnic, cultural, and national backgrounds; (4) how to speak and write naturally while avoiding sexist language; (5) how to communicate with power over the telephone; (6) how to get things done in meetings; (7) how to communicate effectively from the platform; (8) how to put power into your writing; and (9) how to make effective use of television and the print media to promote your company and enhance your professional image. Pointing out that what makes the 21st century different from previous centuries is the scope of the communication challenge, the book contends that the challenge is posed at both the macro level--the "ponds and puddles" of Europe, Asia, Africa, and the Americas are now united into "one great ocean"--and the micro level--communication in the modern world is increasingly a matter of interchange among equals (the old-style authoritarian hierarchy is disappearing, and in a modern organization, communication requires finesse). The book's epilogue stresses that to inform people is to equip them for success, and that information can only be acquired through communication. (NKA)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****